CLAIMS

1.   (Currently amended) A method for determining the post-launch performance of a product on a market, comprising:

storing, in a database, collected data related to at least one key success factor associated with at least ~~the~~ a market performance which is related to said product;

storing, in a database, collected data related to unmet needs on said market;

storing, in a database, collected data related to ~~the~~ a propensity of a decision-maker to choose said product;

linking a computer to said databases; and

using said computer to calculate ~~calculating the~~ a future market share of said product based on said collected data, thereby determining said post-launch performance on said market.

2.   (Currently amended) A method according to claim 1, wherein said calculating comprises multiplying a numerical value representing the collected data related to said unmet needs with a numerical value representing the collected data related to said propensity and with a numerical value representing ~~the~~ an existing market share of at least one further, competing, product.

3.   (Currently amended) A method according to claim 1 or 2, wherein said collected data and ~~the~~ a results of said calculating is made available for transmission to at least one user via a network such as ~~the Internet~~ an internet.

4.   (Withdrawn) A computer system for determining the post-launch performance of a product on a market, comprising a database for storing collected data related to at

least one key success factor associated with at least the market performance which is related to said product, for storing collected data related to unmet needs on said market and for storing collected data related to the propensity of a decision-maker to choose said product, and a central computer unit adapted for calculating the future market share of said product based on said collected data, thereby determining said post-launch performance on said market.

5.   (Withdrawn) A system according to claim 4, wherein said central computer unit and said database are connected to a network such as the Internet, the information in said database and the results of said calculating being accessible to said external user.

6.   (Withdrawn) A system according to claim 5, wherein said central computer unit is arranged so that said external user may enter information related to at least one key success factor associated with at least the market performance which is related to said product, or the unmet needs on said market or the propensity of a decision-maker to choose said product for simulating calculations by said central computer unit related to the future market performance of said product based on the information entered by said user.

7.   (Withdrawn) Computer-readable data carrier for storing market information regarding at least one first product, said information being related to at least one key success factor associated with at least the market performance of said product, said information also being related to unmet needs on said market, to the propensity of a decision-maker to choose said product, and also being related to the future market share

of said product as calculated by means of said information, thereby determining said

post-launch performance of said product on a market.